DREAMWORKS
ANIMATION SKG™

Total U.S.
$193,000,000
Total International
$332,000,000
Total Worldwide
$525,000,000
GREETINGS FROM
MADAGASCAR
DreamWorks Animation's Highest-Grossing Original Film
www.madagascar-themovie.com

adagascar Cumulative Box Office Summary in USD CURRE

Germany	42M
UK	40M
Italy	27M
France	22M
Japan	20M
Australia	19M
Mexico	18M
Spain	16M
Brazil	12M
Korea	10M
Russia	8M
Austria	6M
Netherlands	6M
Poland	6M
Argentina	5M
Belgium	5M
Norway	5M
Denmark	4M
New Zealand	4M
Columbia	3M
Hong Kong	3M
Israel	3M
Panama	3M
Sweden	3M
Chile	2M
Finland	2M
Hungary	2M
Singapore	2M
South Africa	2M
Turkey	1M
Czech/Slovakia	1M
Malaysia	1M
Venezuela	1M
Philippines	941K
Ukraine	938K
Peru	831K
Thailand	665K
Indonesia	533K
Greece	450K
Slovenia	242K

MADAGASCAR

- **6th All-Time WORLDWIDE Animated Film Ever!**
- **5th All-Time INTERNATIONAL**

Box Office to Date

- **Total U.S.**
  $50,000,000

- **Total International**
  $98,000,000

- **Total Worldwide**
  $148,000,000

W&G Cumulative Box Office Summary in USD CURRE

UK	47M	Chile	300K
France	9M	Venezuela	297K
Australia	8M	Panama	296K
Germany	6M	Sweden	227K
Mexico	4M	Turkey	214K
Brazil	2M	Columbia	210K
Switzerland	2M	Portugal	153K
Hong Kong	1M	Peru	150K
Spain	1M	Taiwan	143K
Netherlands	1M	Czech/Slovakia	108K
New Zealand	1M	Thailand	84K
Norway	921K	Philippines	73K
Austria	791K	Hungary	41K
Finland	787K		
Belgium	673K		
Poland	692K		
Russia	626K		
Israel	500K		
Argentina	351K		

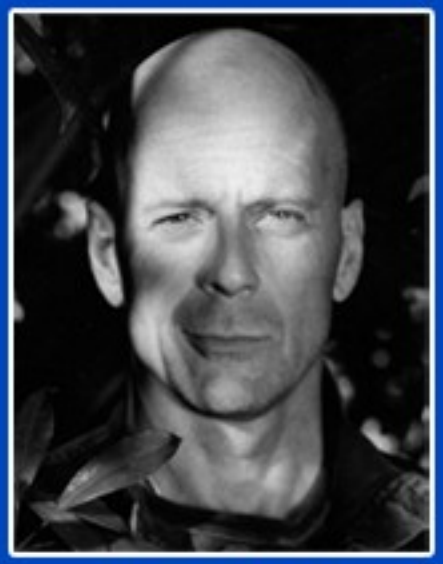
U.S. Release Date:
May 18th, 2007

U.S. Release Date:
November 2nd, 2007

U.S. Release Date:
2008

OVER THE
HEDGE
U.S. Release Date:
May 19, 2006

Garry Shandling



Bruce Willis

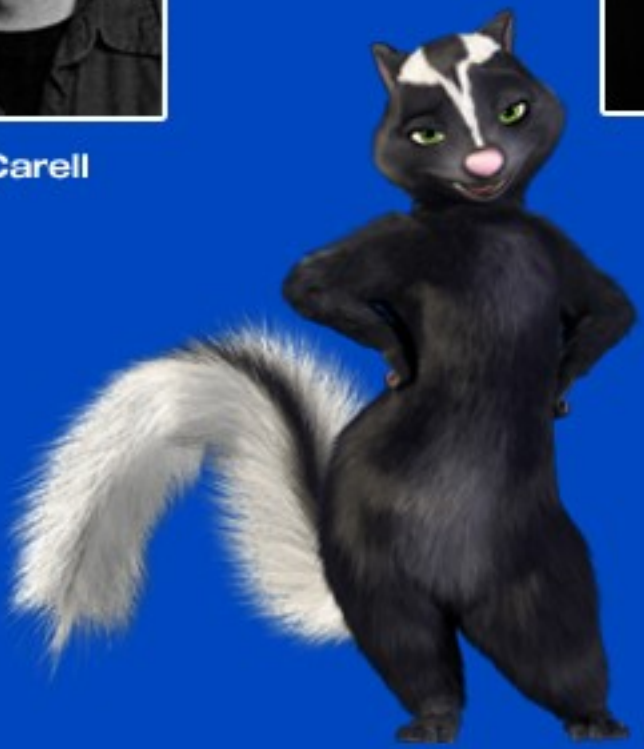
VERNE

RJ

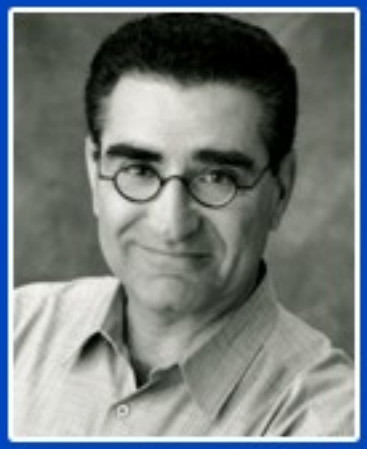
Steve Carell

Wanda Sykes

HAMMY



STELLA



Eugene Levy

Catherine O'Hara

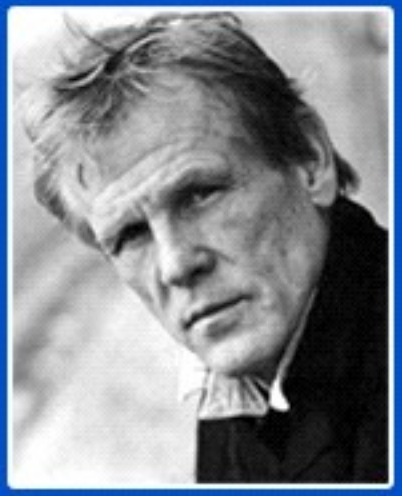
PENNY & LOU

William Shatner

Avril Lavigne

OZZIE

HEATHER



Nick Nolte

Allison Janney

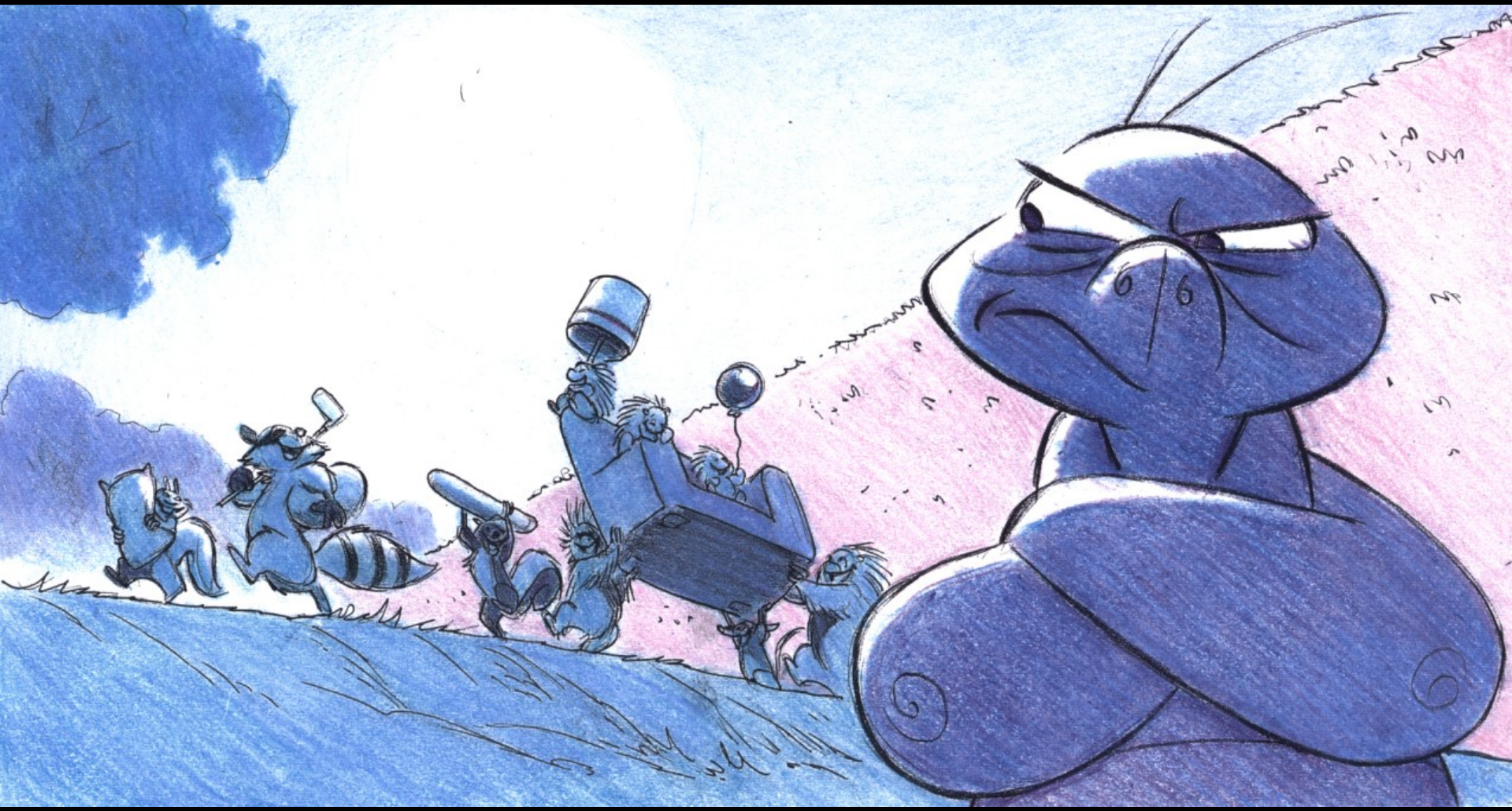
VINCENT

GLADYS

Thomas Haden Church

DWAYNE

PLEASE DO NOT
FEED THE
BEAR
DO NOT
FEED
THE
ANIMALS

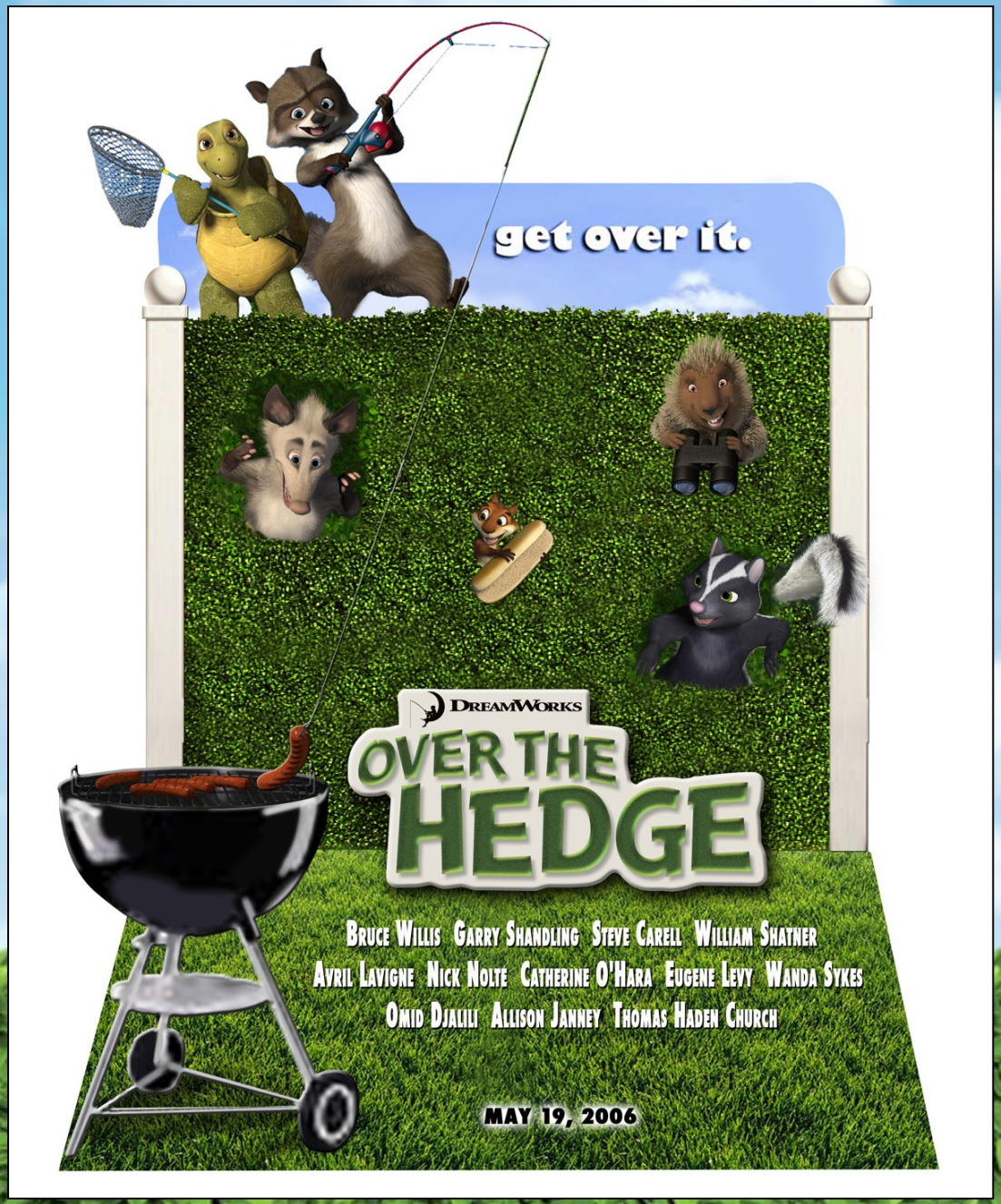


OVER THE
HEDGE
Release Date:
May 19, 2006

OVER THE
HEDGE
MARKETING OVERVIEW

November

- 21st Teaser Standee in theatres


get over it.
DREAMWORKS
OVER THE HEDGE
BRUCE WILLIS GARRY SHANDLING STEVE CARELL WILLIAM SHATNER
AVRIL LAVIGNE NICK NOLTE CATHERINE O'HARA EUGENE LEVY WANDA SYKES
OMID DJALILI ALLISON JANNEY THOMAS HADEN CHURCH
MAY 19, 2006

December

- 5th Teaser Poster in theatres

December

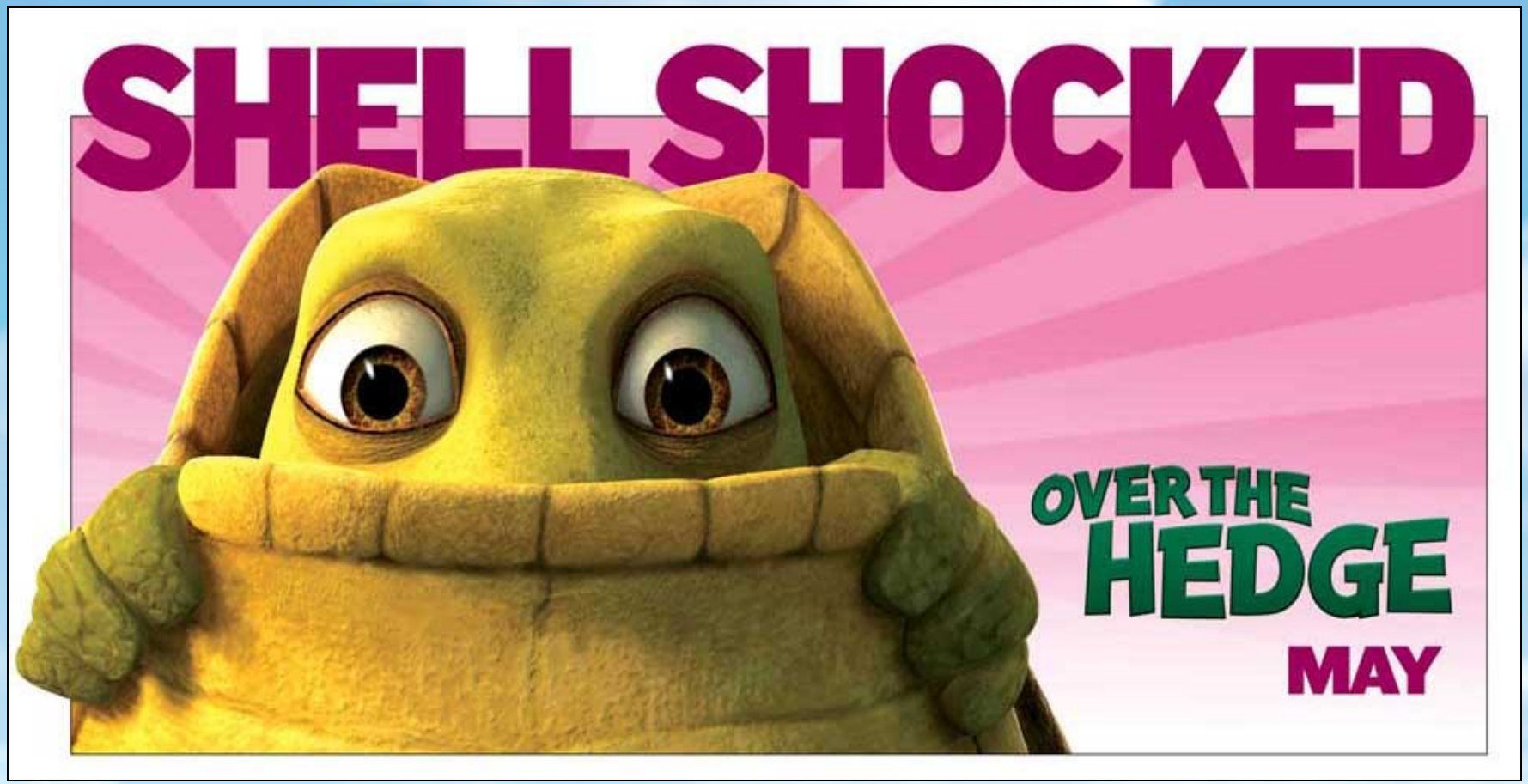
- 16th Trailer #2 in theatres with KING KONG

January

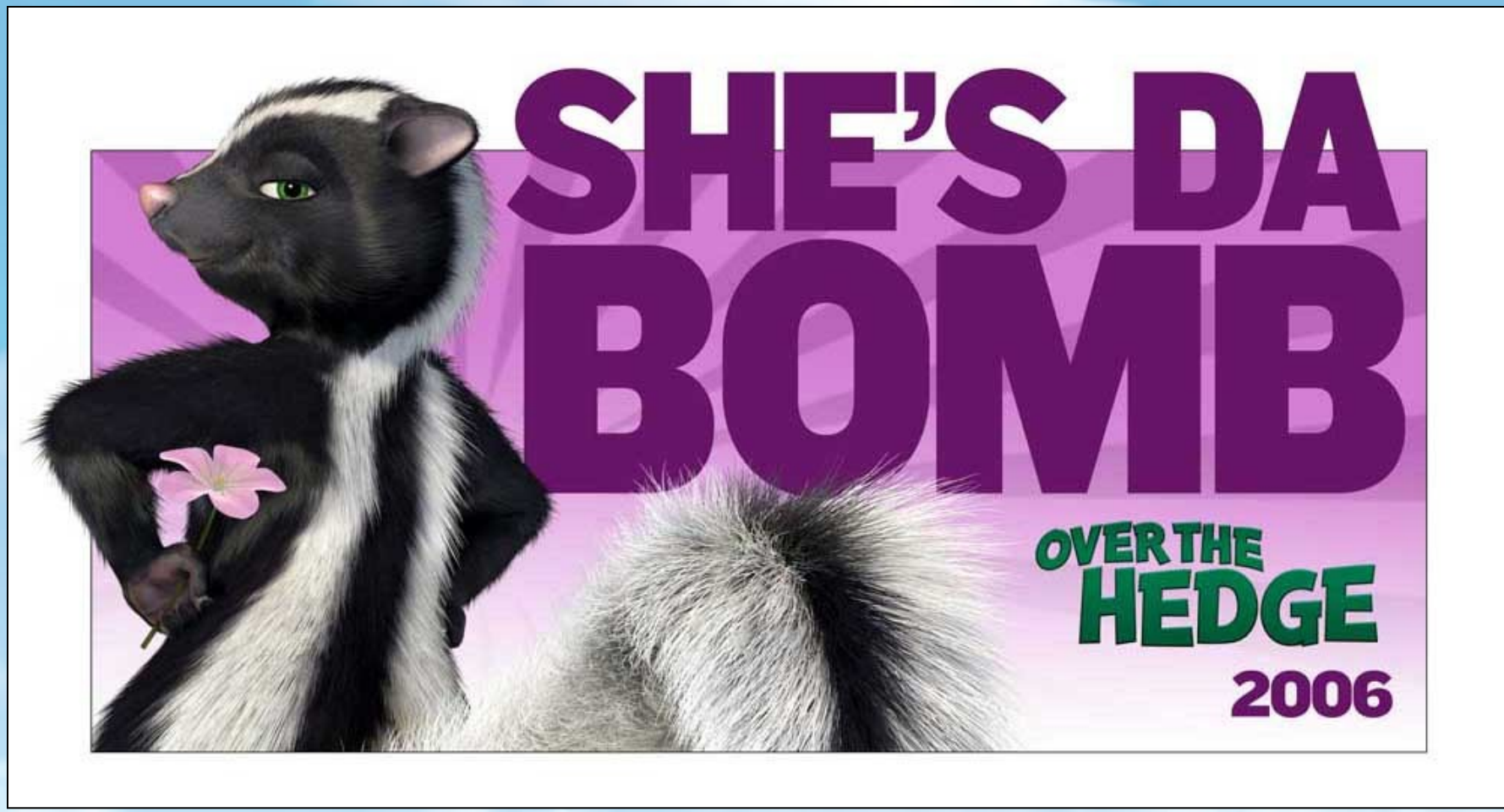
- **5th Press mailer – *original comic strip referencing the movie***

- **16th Stunt billboards go up around the world in major markets**

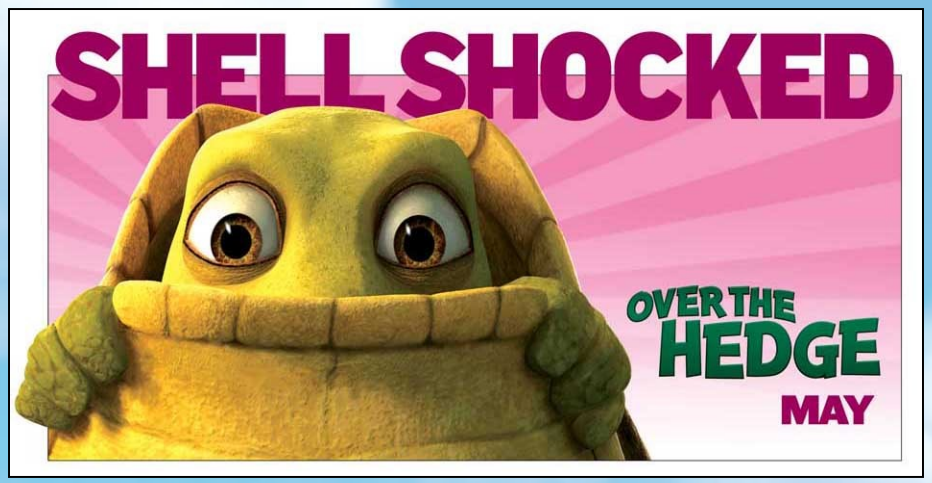
BANDIT
ON THE RUN
OVER THE
HEDGE
MAY

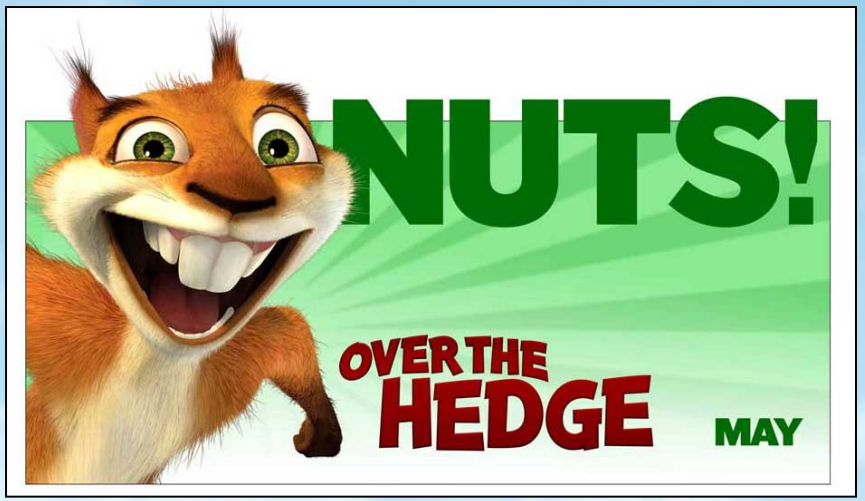

SHELL SHOCKED
OVER THE HEDGE
MAY

NUTS!
OVER THE HEDGE
MAY


SHE'S DA
BOMB
OVER THE
HEDGE
2006

BANDIT
ON THE RUN
OVER THE
HEDGE
MAY


SHELL SHOCKED
OVER THE
HEDGE
MAY


NUTS!
OVER THE
HEDGE
MAY

SHE'S DA
BOMB
OVER THE
HEDGE
2006

OVER THE
HEDGE
MAY

March

- 13th ShoWest – Vegas airport displays up

- 20th Post ShoWest 10 city tour – dates/cities
  TBD: generate fast breaking and long lead publicity

- 31st Long lead junket
  Trailer #2 launches with ICE AGE
  Final Print Launches

Taking back the neighborhood
one snack at a time
OVER THE
HEDGE
2006

Taking back the neighborhood
one snack at a time
OVER THE
HEDGE

April

- 1st Kids' Choice Awards
  Kids' Media Begins
- 4th Bi-weekly pod cast start on official site
- 24th Mainstream media begins
- 28th International Junket
- 29th U.S. Junket
- 30th U.S. Junket / U.S. Premiere

May

- 2nd Nick on-air promos begin
- 11th Talent work LA Shows
- 12th Talent work LA Shows
- 14th Talent arrive NYC
- 16th Talent work NYC shows
  Talent depart for Cannes
- 18th Int'l Junket/Cannes Screening
- 19th OTH opens USA
  Int'l Junket/Cannes
- 20th Talent depart for USA

CHARACTER COSTUMES

RJ
Verne
& Hammy

CHARACTER PUPPETS

RJ
Verne
& Hammy

INT'L TRAILERS

- #1: "The Whole Gang" (Japan only) TRT :30
- #2: "Welcome to Suburbia" (Cast version) TRT 2:01
- #3: "Eat to Live" (Character version) TRT 2:01
- #4: "Taking Over/Animals" TRT 1:15
- #5: "Great Raid" TRT 2:04

WEBSITE

- www.OverTheHedgeMovie.com
- AIM Icons
- Desktop downloads
- Animated Character Introductions
- Highly interactive with a ton of fun and useful downloads and games for all ages

THE TRAILER
THE STORY
OVER THE HEDGE
SUMMER 2006

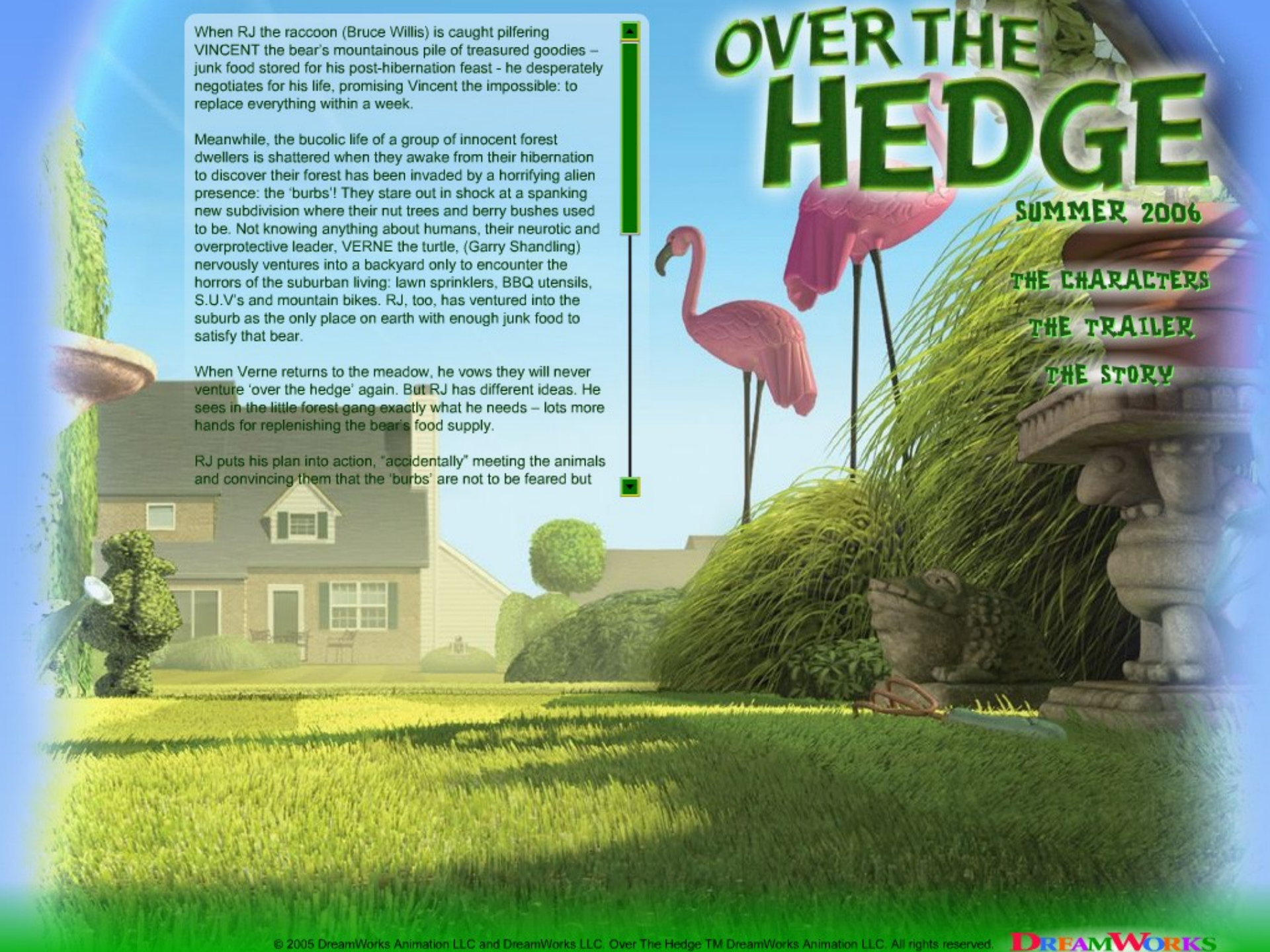
OVER THE HEDGE

SUMMER 2006

HAMMY THE SQUIRREL - Voiced By Steve Carell
Hammy's childlike innocence comes with a full dose of childlike hyperactivity and a bracing way of innocently speaking the truth. Hammy practically vibrates with enthusiastic energy. Not the brightest bulb in the pack, but charming and sweetly naïve – and blisteringly fast.

THE CHARACTERS
THE TRAILER
THE STORY

© 2005 DreamWorks Animation LLC and DreamWorks LLC. Over The Hedge TM DreamWorks Animation LLC. All rights reserved.



When RJ the raccoon (Bruce Willis) is caught pilfering VINCENT the bear's mountainous pile of treasured goodies – junk food stored for his post-hibernation feast - he desperately negotiates for his life, promising Vincent the impossible: to replace everything within a week.

Meanwhile, the bucolic life of a group of innocent forest dwellers is shattered when they awake from their hibernation to discover their forest has been invaded by a horrifying alien presence: the 'burbs'! They stare out in shock at a spanking new subdivision where their nut trees and berry bushes used to be. Not knowing anything about humans, their neurotic and overprotective leader, VERNE the turtle, (Garry Shandling) nervously ventures into a backyard only to encounter the horrors of the suburban living: lawn sprinklers, BBQ utensils, S.U.V's and mountain bikes. RJ, too, has ventured into the suburb as the only place on earth with enough junk food to satisfy that bear.

When Verne returns to the meadow, he vows they will never venture 'over the hedge' again. But RJ has different ideas. He sees in the little forest gang exactly what he needs – lots more hands for replenishing the bear's food supply.

RJ puts his plan into action, "accidentally" meeting the animals and convincing them that the 'burbs' are not to be feared but

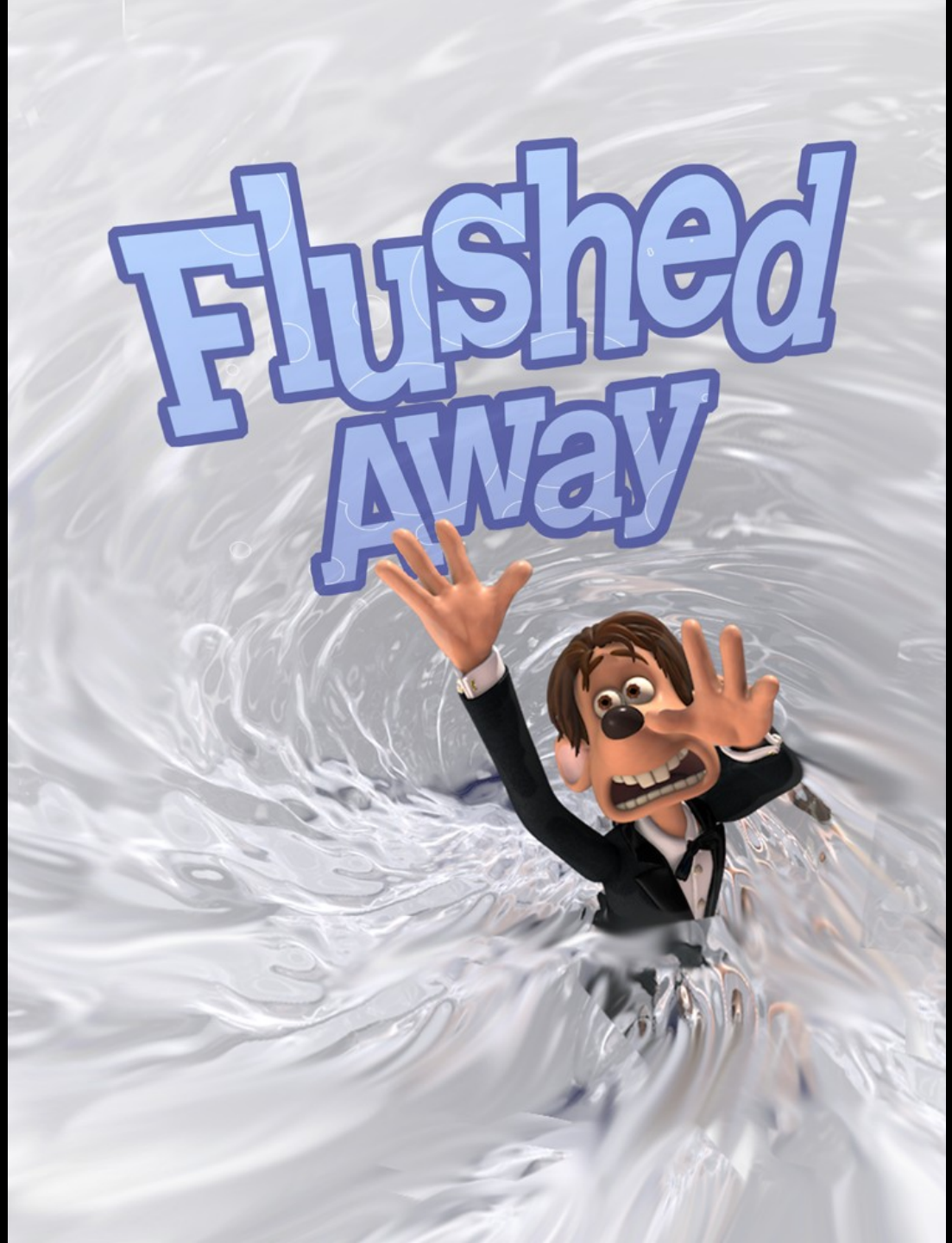
© 2005 DreamWorks Animation LLC and DreamWorks LLC. Over The Hedge TM DreamWorks Animation LLC. All rights reserved.

OVER THE
HEDGE

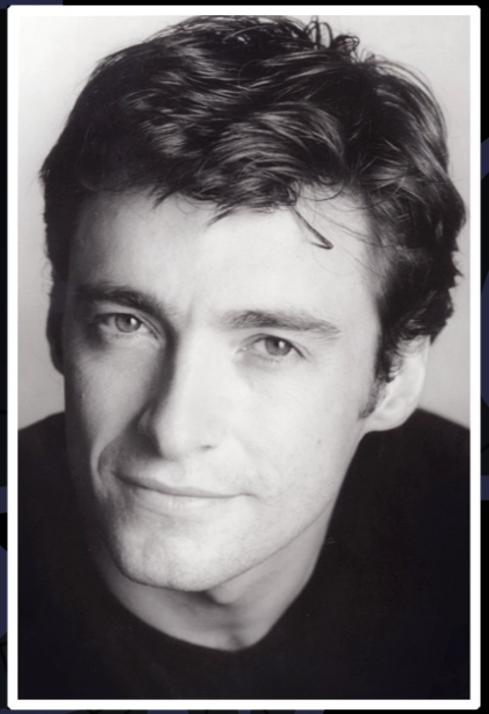
Questions/Issues

OVER THE HEDGE

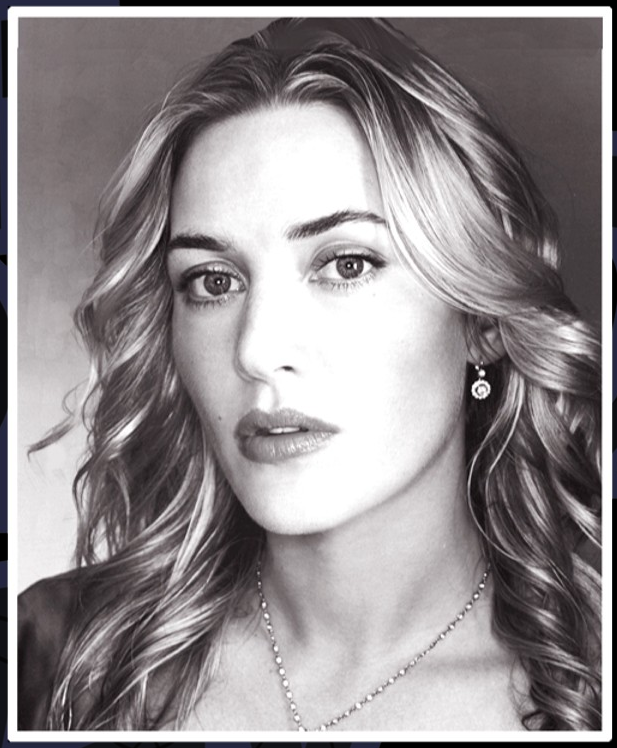
- Release date
  (World Cup Soccer: 9 June – 9 July)
- Local title translation
- Positioning
- Dubbing talent
- Further territory/Road Show presentations?
- Cannes - which talent do you need to attend?
- Tour - who is valuable in your market?
- Late January pic. screening/UIP meeting in L.A.


Flushed
Away

The Cast

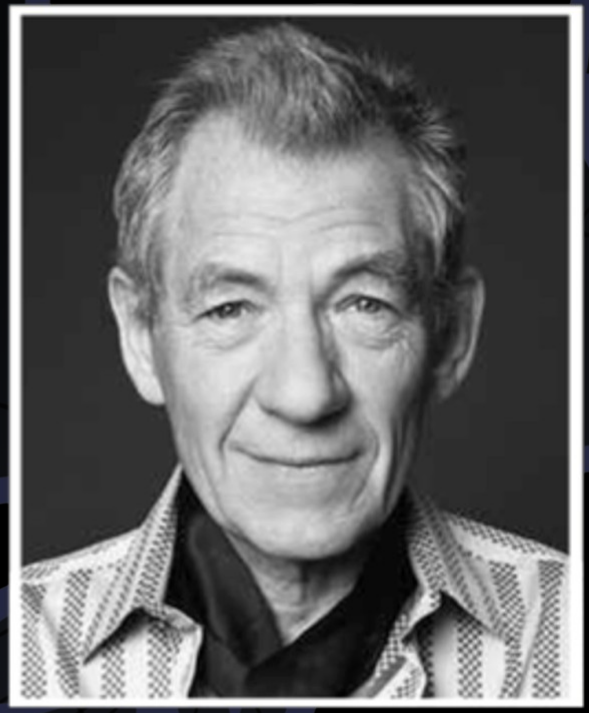


Hugh Jackman
as
Roddy



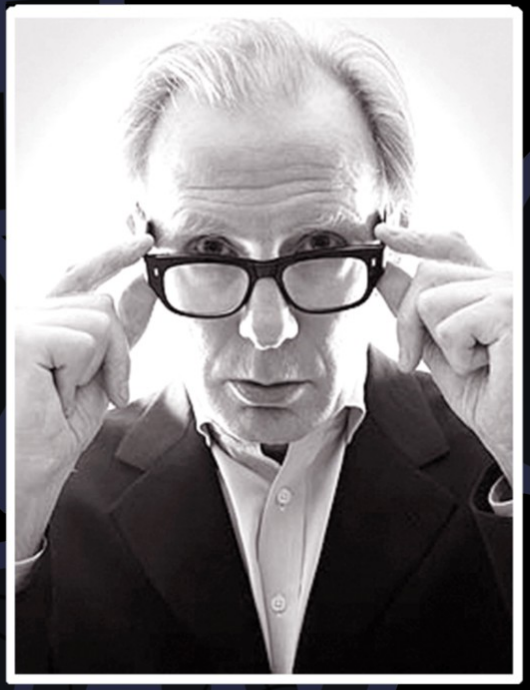
Kate Winslet
as
Rita

filmfree - neutraljd



Ian McKellen
as
The Toad

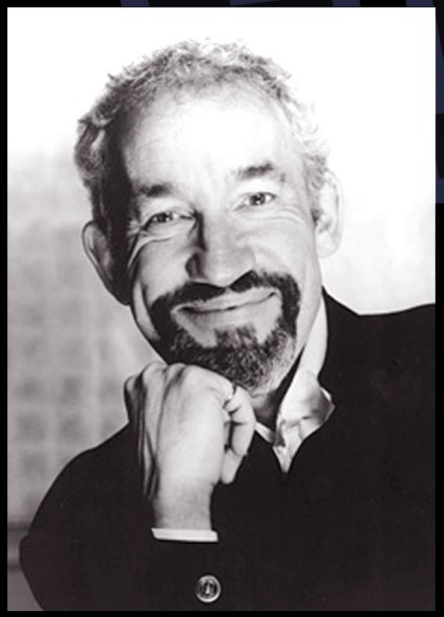
Andy Serkis
as
Spike



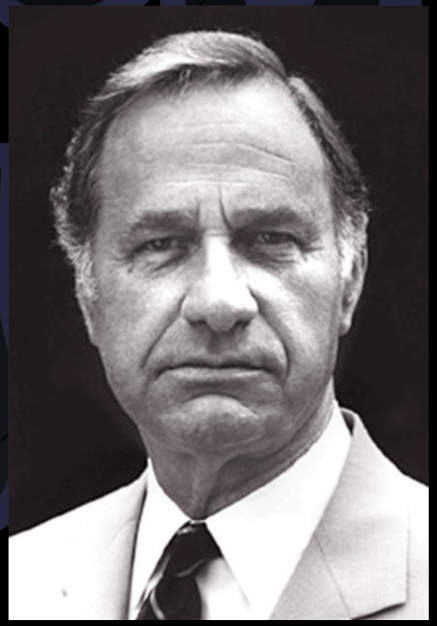
Bill Nighy
as
Whitey

Shane Richie
as
Sid

Simon Callow
as
Gilbert



Geoffrey Palmer
as
Sullivan



Jean Reno
as
Le Frog

Our World

LIQUORS

SEWER LINK
3
24
68
Stagrade
Tiny.
Floater Motors

P.O. VINCENT 04

PADDY'S
134
TAXI
O'BRIEN

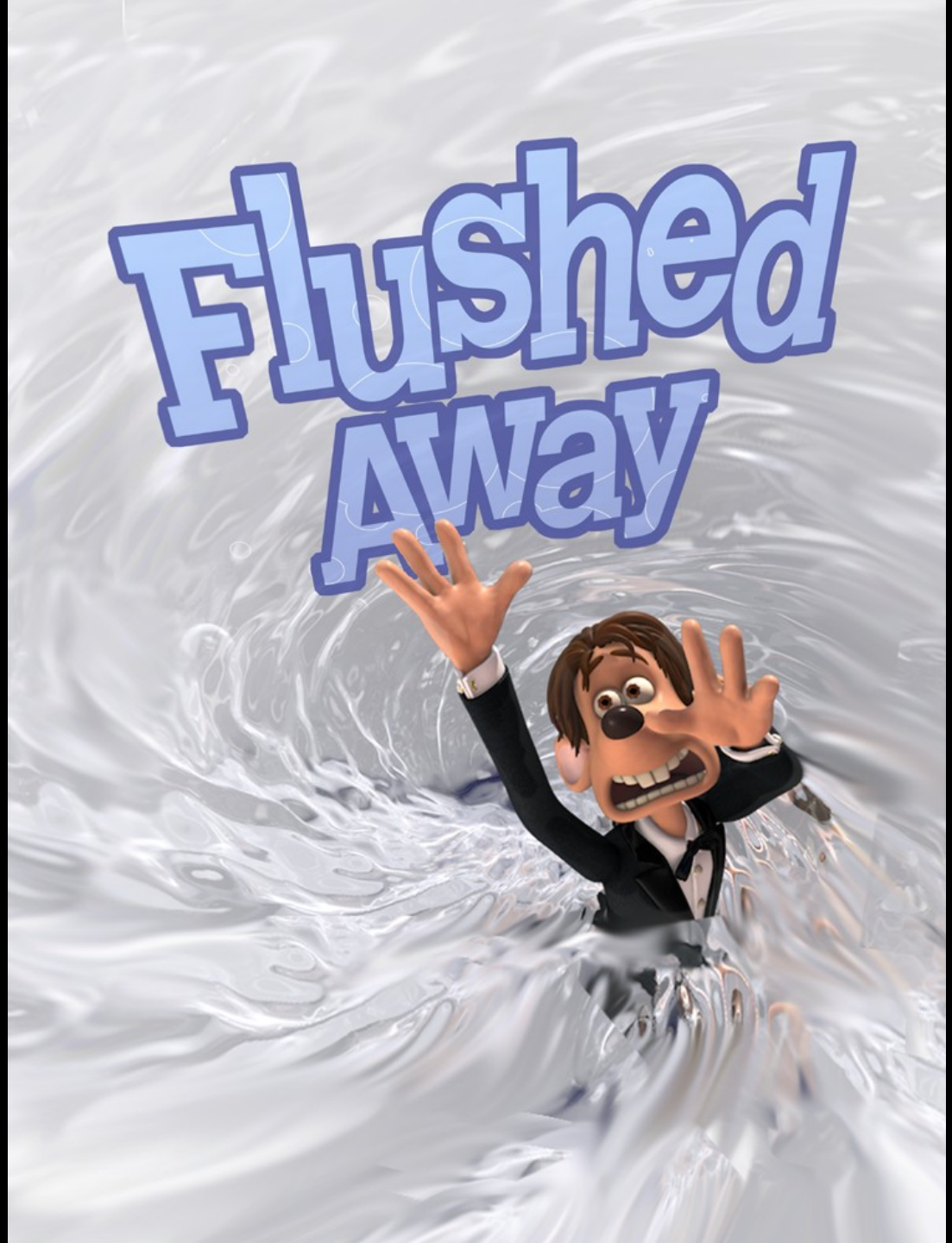
7
film07 - neutral

sidecamBack - neutral

film - neutral

CORONATION
"CHEERIO"
TEA
London

Scenes from the Movie


Flushed
Away

FLUSHED
AWAY

Questions/Issues

- Release date
- Local title translation
- Positioning
- Dubbing talent
- Cannes stunt
- Venice stunt and screening?
- Touring – big London event?
- 3-D possibilities (ROI)
- Early presentations for
  Consumer Products/Promotional Partners
- McDonald’s Tie-In - Europe

OVER THE
HEDGE
Consumer Products

Promotions

U.S. Promotional Partners

Wendy's
OLD FASHIONED HAMBURGERS

AMD

hp

ACT II

WAL★MART

GENERAL MILLS

Worldwide Promotional Partners

hp

AMD

Kellogg's

KFC

CHRYSLER

red rooster

Claro

falabella

SKIPPY

ARNOTT'S

Licensed Products

- Suburban Life meets Wild Life
- Distinctive Characters
- Boys and Girls

U.S. Licensees - Over 40

APPAREL & ACCESSORIES

ACI International
Clicks Worldwide
Dream Apparel Group
E.S. Originals
Freeze
High Point Design
IMT
Sara Lee/Hanes
Shaw Creations
Wear Me Apparel

GIFTS & STATIONERY

Hallmark Cards
CSS Industries
Trends, Int'l
A&A Global
Good Stuff
Nanco

HEALTH & BEAUTY

Cosrich
Sunshine Products
World Trend

HOUSEWARES & HOME FURNISHINGS

Springs Industries
Decopac
Karsten America
Zak Designs
Northwest Company

PACKAGED GOODS & PROMOTIONS

Hewlett Packard
Advanced Micro Devices
Wendy's
Pez Candy, Inc.
Yoplait
ConAgra

INTERACTIVE

Activision
B Equal
Jakk's (TV Games)

PUBLISHING

Dorling Kindersley
Kappa Books
Meredith Books
Penguin
Scholastic, Inc

TOYS & GAMES

Wild Planet
Sababa Toys
University Games
Ninja Jump, Inc
Rubies Costumes

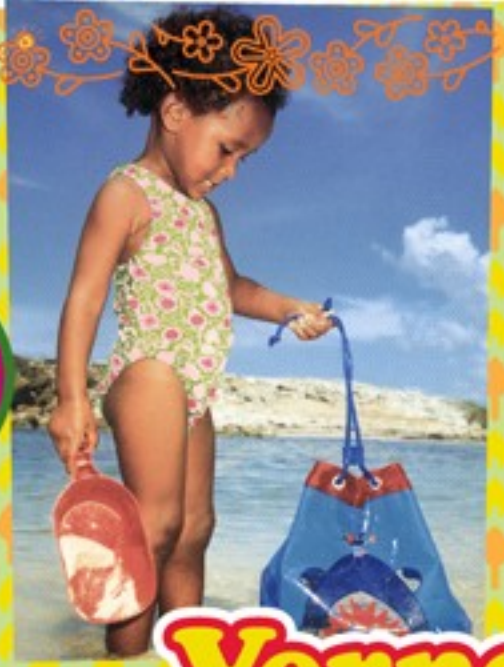
As of October 15, 2005

HAMMY
DREAMWORKS
OVER THE HEDGE
I don't think THIS is the time TO PANIC.
THRILL SEEKER?
REBEL?
RENEGADE?

Forest Friends
you want me to raise a stink?
DreamWorks
OVER THE HEDGE
Stella
Flower Power

UN-
DOMES-
TICATED

I AM A
CRAZY RABBIT
SQUIRREL!



Verne

My
amphibious
friend

DREAMWORKS
OVER THE
HEDGE

Just a little
mammal
humor

WELCOME TO PARADISE
TODDLERS

Toys

- Figures
- Role Play
- Plush
- Games

Interactive

ACTIVISION

- Playstation
- XBox
- Gamecube
- Gameboy Advance
- PC

Publishing

- Storybooks
- Coloring Books
- Sticker Album

Apparel

Apparel

Back To School

- Stationery Set
- Backpacks
- Notebooks

Party Goods

Lunch Plate

Invite

Dessert Plates

Lunch Napkin

Beverage Napkin

Cup

Park

DREAMWORKS
OVER THE HEDGE

Beach

DreamWorks
OVER THE HEDGE

Camping

DreamWorks
OVER THE HEDGE

Retail

- Retailtainment
- In-store POS
- Advertising

FLUSHED AWAY

Promotional Partners

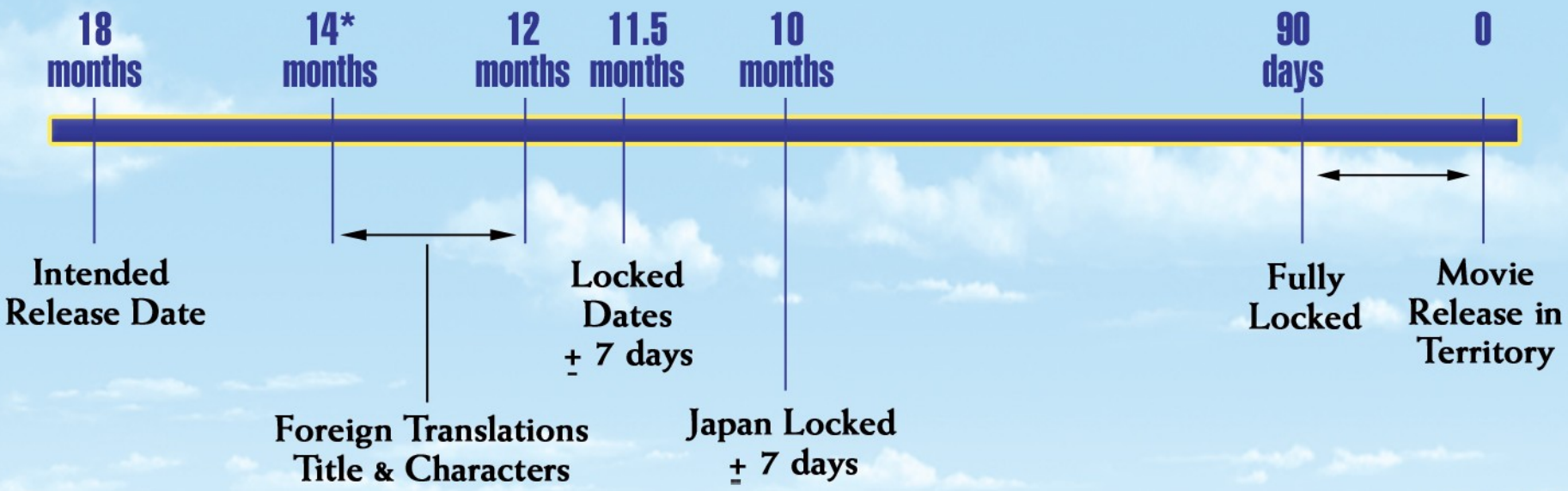
McDonald's Flushed Away

- Incremental property to master deal
- European Territories:

Austria	Hungary	Portugal
Belgium	Lithuania	Serbia
Denmark	Malta	Slovenia
Finland	Netherlands	Sweden
France	Norway	Switzerland
Germany	Poland	UK
Greece		

- Kids meal including TV, premiums, in-store, and internet promotion
- Estimated value: $15 million

McDonald's Timeline



* U.S. Date

DREAMWORKS
ANIMATION SKG™